

### **AMENDMENTS TO THE CLAIMS:**

1-11. (Cancelled)

12. (New) An advertisement system on the Internet, said advertisement system including an advertisement server site and at least one partner web site which provides a web page on the Internet and which contains e-mail addresses of affiliate users of said at least one partner web site, wherein said advertisement server site comprises:

a first database for storing a plurality of advertisement banners and a respective identification of each of the plurality of the advertisement banners;

a second database for storing detailed advertisement contents each having a same identification as the identification of one of the plurality of advertisement banners stored in said first database, respectively, so that the advertisement contents are linked with the advertisement banners, respectively;

advertisement banner providing means for providing said at least one partner web site with at least one advertisement banner among the plurality of advertisement banners stored in said first database, the at least one advertisement banner being carried on the web page provided by said at least one partner web site;

receiving means for receiving an identification of the at least one advertisement banner and an e-mail address of an end-user from the partner web site when the end-user browses the web page of the partner web site at a terminal of the end-user and clicks on the at least one advertisement banner; and

retrieving means for retrieving advertisement content having the same identification as the identification received by said receiving means, and for delivering the retrieved advertisement content to the end-user terminal having the received e-mail address by e-mail.

13. (New) An advertisement system according to claim 12, wherein said at least one partner web site is at least one of a net-game provider, a chat room provider, and an e-commerce provider.

14. (New) An advertisement system according to claim 12, wherein said advertisement banner providing means is adapted to provide a plurality of advertisement banners to said at least one partner web site so as to be carried simultaneously on the web page.

15. (New) An advertisement system according to claim 12, wherein said advertisement banner providing means is adapted to provide a plurality of sets of advertisement banners to said at least one partner web site so as to be carried on the web page and switched on the web page as a set at predetermined time periods.

16. (New) An advertisement system on the Internet, said advertising system including an advertisement server site and at least one partner web site which provides a web page on the Internet, wherein said advertisement server site comprises:

- a first database for storing a plurality of advertisement banners and a respective AD identification of each of the plurality of advertisement banners;

- a second database for storing detailed advertisement contents each having a same AD identification as the AD identification of one of the plurality of advertisement banners stored in said first database, respectively, so that the advertisement contents are associated with the advertisement banners, respectively;

- a third database for storing user information including e-mail addresses of end-users;

- advertisement banner providing means for providing said at least one partner web site with at least one advertisement banner among the plurality of advertisement banners stored in said first database, the at least one advertisement banner being carried on the web page of said at least one partner web site;

determining means for determining whether an e-mail address of an end-user has been stored in said third database when the end-user accesses the web page of said at least one partner web site;

first receiving means for receiving the AD identification of the at least one advertisement banner provided by said advertisement banner providing means and an identification of the end-user from the partner web site when the end-user clicks on the at least one advertisement banner on the web page that is browsed at a terminal of the end-user and when said determining means determines that the e-mail address of the end-user has been registered in said third database;

second receiving means for receiving a vacant e-mail from the terminal of the end-user when the end-user clicks on the at least one advertisement banner on the web page that is browsed at the terminal of the end user and when said determining means determines that the e-mail address of the end-user has not been registered in said third database, and for storing an e-mail address with a unique user identification that is allocated to the end-user whose email has not been registered in said third database, wherein the vacant e-mail contains the AD identification of the at least one advertisement banner and the unique user identification, and the AD identification and the unique user identification are embedded in the at least one advertisement banner together with a mailto tag that is indicative of an e-mail address of said advertisement server site; and

retrieving means for retrieving an advertisement content having the received AD identification from said second database and an e-mail address having the user identification from said third database, and for delivering the retrieved advertisement content to the terminal of the end-user with the retrieved e-mail address over the Internet by e-mail.

17. (New) An advertisement system according to claim 16, wherein said at least one partner web site is at least one of a net-game provider, a chat room provider, and an e-commerce provider.

18. (New) An advertisement system according to claim 16, wherein said advertisement banner providing means is adapted to provide a plurality of advertisement banners to said at least one partner web site so as to be carried simultaneously on the web page.

19. (New) An advertisement system according to claim 16, wherein said advertisement banner providing means is adapted to provide a plurality of sets of advertisement banners to said at least one partner web site so as to be carried on the web page and switched on the web page as a set at predetermined time periods.